

## WOMAN'S HERALD

Devoted to the Household, the Fashions and the Activities of Women.

MARY MARSHALL, Editor.  
DAILY DEPARTMENT OF THE  
WASHINGTON HERALDCorrespondence is invited. Address  
all communications to the Woman's  
Editor of the Washington Herald.  
SATURDAY, APRIL 10, 1915.

## Harmless Night Air.

It is in a bulletin of the United States Public Health Service that the old-as-the-hills superstition about the bane of night air is laid low. And this fear for the air of the nighttime is, no doubt, a relic of the ancient fear of darkness, the "survivals of the theories of the primeval cult of sun worshippers who feared everything that did not come within the sphere of the solar influence."

Yet you probably are still one of these sun worshippers. You probably have a lurking feeling that there is danger in too free contact with the winds that blow in the evening or the dampness which you feel sure rises to molest you after sundown.

But there is nothing in your forebodings. Night air has no more dangers than the air of the daytime and it is at any rate a hundred times better than the air of a closed house. Yet most of us think that the hours between sunset and bedtime are hours to be spent within the four walls of our homes. Why not take walks at night—not just indolent strolls around the block—but real brisk lung expanding hikes. Of course, it is somewhat better to walk when we have the benefit of sunlight added to our oxygen but for those of us whose daily work prevents, the next best thing would be the evening outdoor exercise.

## UNIVERSAL GOWN TO BE SELECTED SOON

Prizes to Be Awarded to Best Design for Woman's Gown for All Occasions.

Competitive designs for the new "polymorph" are now in order in New York. Mrs. A. M. Palmer, president of the "Rainy Day Club" has consented to act as chairman of the committee that will make the award for this gown which has been proposed as a solution to the problem of simplified dress for women. The prize is to be awarded for the gown that shows the strongest combination of beauty, simplicity, durability and comfort.

## GETTING A START.

**DO IT NOW.**  
By NATHANIEL C. FOWLER, JR.  
Yesterday is past. Today is here. Tomorrow may never arrive. You have been responsible for the past and are responsible for the present; and the future is dependent, not altogether upon itself, but largely upon what you do today.

Great men in every department of activity do the work of today today. They do not put off till tomorrow what belongs to today, nor do they overwork today for a labor over tomorrow. They apportion their work and their play in a sane and sensible manner.

If you have a disagreeable task to perform, one which is likely to require all of your energy, complete it today. If you can, if you do not, you will think about it today, and labor over it tomorrow. You will make two days' work of one. Things undone, which ought to be done, are done twice.

Any attempt to procrastinate, that which should be attended to now means harder work tomorrow and more work the day after tomorrow.

Do it now. Do it at once. Refuse to postpone anything which cannot be delayed without loss.

Systematize your time. Allot work for each hour, if possible, and do that work at the prescribed time. Remember that even this principle may be overworked and overdone. Some men are altogether too prompt. They rush their work. They rush themselves, and they rush their work. They rush themselves, and they rush their work. They rush themselves, and they rush their work.

## PLAN SALOON CONTRACT QUERY.

Unlabeled Men Want to Know if They Are Bound to Buy Certain Beer.  
The Central Labor Union will investigate, some time this week, allegations that saloon keepers of the District who sent their premises from brewers are bound by contracts that prevent them from selling any draught beer other than that brewed by the owners of the property.

If such cases are found to exist, said John E. Colpo, secretary of the Central Labor Union, a protest will be sent to the Public House, asking that the license of such places be revoked, and an agreement would be in direct violation of the Jones-Works law.

## WHAT SHALL I DO?

## Lunch and Tea Rooms.

Good Money in the Well Run Lunch Rooms—Business Ability and the Ability to Get Along with Employees and Patrons Two Essentials to the Successful Lunch-Room Proprietor—School of Experience the Best Training School. One successful Young Woman Who Began as a Waitress—The Value of an Idea in This Work.

By MARY MARSHALL.

Nowadays, when a society woman finds herself obliged to earn her own living, she may do practically anything she likes so long as it is honest and decent, but if she wants to be up-to-date, and do the really "smart" thing, she starts a lunch or tea room. And the reason for this choice of vocation, which has been frequently made by women of high social standing and former wealth, is that it is one which, if properly undertaken, yields a really good income. There is no doubt about that. There is at the present time, and there will continue to be, good money in well-run lunch and tea rooms, and there is room for many more young women of business ability and training to take up this line of work.

The cases where women have been successful at the lunch room business were cases of experience, pure and simple—cases where women who, just because they could make tempting sandwiches and set dainty tables, thought that they were bound to make a success of the lunch room proposition, forgetting that the real secret of making this work pay is the question of buying and planning. And a knowledge of these essentials can scarcely be gained without actual training and experience.

To be sure, several women have succeeded in the lunch and tea room business without any sort of apprenticeship or training other than what they have acquired in the running of their own homes, but the woman who is thinking of starting out in this business would be on the safe side in taking some practical training before she ventures forth.

In the first place, the woman who wants to run a lunch room must have business ability. She must have an eye to costs and expenses, must instinctively have her eye on the profit before anything else. To carry on a lunch room where the cost of production exceeds the receipts may result in a very popular resort, one which may, in fact, be crowded every day; but it is hardly a worthwhile venture. Business sense is either born in a woman or it is not, and the woman who does not naturally have it for business had better keep out of the lunch room business.

The other trait necessary for the woman who wants to succeed at lunch rooms is the ability to get along with other people—with employees and with patrons; and this ability is also a trait which has been proposed as a solution to the problem of simplified dress for women. The prize is to be awarded for the gown that shows the strongest combination of beauty, simplicity, durability and comfort.

With the rest—the knowledge of the particular problems of the business—experience and training have to do. This training can be got in a domestic science school or in the classroom of experience. The schools vary greatly in scope of training. They vary from a way from a school of domestic science in a large city or a special course in lunch room cookery and administration is given in their school of household arts, simple cooking schools where the problems of food buying and

Another interesting departure for the young woman who knows how to run a lunch room is in opening an American lunch room abroad. There are a very few of these in Europe, but there is room for many more, as American tourists are flocking to the continent, who keep a lunch room in the rear rank of accomplishment.

Do it now. Do it at once. Refuse to postpone anything which cannot be delayed without loss. Systematize your time. Allot work for each hour, if possible, and do that work at the prescribed time. Remember that even this principle may be overworked and overdone. Some men are altogether too prompt. They rush their work. They rush themselves, and they rush their work. They rush themselves, and they rush their work. They rush themselves, and they rush their work.

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## Furnishing the Veranda.

A charming breakfast porch may be equipped entirely with kitchen furniture painted and decorated like the expensive "peasant" and "cottages" sets which are in vogue at present. One of the heavy, plain ironing tables that can be converted into a settee is the best type of table to buy, and the chairs should be of the plainest. Get your furniture in the natural wood and paint it any color you wish—though green, on the whole, is most satisfactory. Make up a stencil of some simple design; conventionalized flowers, like the decorations on the Swedish Hungarian pottery, are good. Stencil a border of these around your table and on the backs of your chairs. Paint it in bright "peasant" colors, and when these are dried go over the decorations with a waterproof varnish.

This is not work that demands any great skill, but it calls for time, patience and extreme neatness. The effect is well worth the trouble, for with the outlay of a few dollars you will have a set of furniture that you could not buy for five times that amount.

Dainty benches and stools decorated in the same way make very attractive garden furniture.

Give a Birth Month Dinner.

If you are looking for a novel form of entertainment for your club or church organization, why not give a birth month dinner? The guests are seated at round tables according to the months in which they are born. The tables of the different months should be decorated with flowers, and a menu should be prepared for each month, and the hostess should be the place of their birthday in the month.

## THE MOTOR GIRL



The motor season has set in with vengeance, and those who go in for the sport consistently provide themselves with the proper kind of apparel. Chief among this is the enveloping coat of Donegal tweed, introducing down-proof fomes of dull brown, tan, and white in the tweed. The newest models are not more than three-quarters length, as this gives ample protection to the fair model without burdening her with superfluous material in a season when additional weight is not desired.

The sketch indicates the smart lines with loosely box-plaited back and front, the better to insure proper width to the skirt. As indicated, the underarm sections are not in the least stiff, but are a particular sort of favor, inexpensive, but artistically got up, will add an extra means of profit making. Chief among this is the enveloping coat of Donegal tweed, introducing down-proof fomes of dull brown, tan, and white in the tweed. The newest models are not more than three-quarters length, as this gives ample protection to the fair model without burdening her with superfluous material in a season when additional weight is not desired.

There are all sorts of opportunities for lunch and tea rooms and every clear-sighted woman can easily think of many such opportunities. Tea rooms carried on in college towns, not too expensive but filled with little individual touches, make them a relief to the student from the ordinary dormitory board, usually prove successful. Tea rooms at summer resorts are more and more coming into favor. Lunch and tea rooms in busy work-a-day districts in the large cities have a big opportunity at this very time. The time is not yet fully realized, in many of the business sections of our large cities there is room for some place where the better paid business women of the neighborhood can get a simple, well-served luncheon in a quiet spot, and thus be spared the noise and confusion of the large quick-service restaurants and the expense and glitter of the standard hotels and restaurants.

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## HOUSE-WIVES DAILY ECONOMY CALENDAR

MONOTONOUS BREAKFASTS.

Are the breakfasts served in your house monotonous? Those served in most houses are monotonous, far more monotonous than the luncheons or the dinners. And perhaps the very nature of accepted breakfasts makes them monotonous. For the conventional list of foods allowable at breakfast is small and the list liked by most people at the first meal of the day is smaller.

Fruit, cereal, bread, beverage and a cooked dish—these include everything that is served at breakfast. Coffee, tea, or milk or whatever beverage, chops, creamed chicken, beef or fish cakes come under the cooked dish, jam and marmalade come under the fruit, and pancakes come under the beverage.

Yet even with a very limited list of foods served at breakfasts there is no reason, save laziness on the part of the housewife, for the breakfast to be monotonous. For the few foods can be perfectly cooked, daintily served and temptingly combined.

Here are some suggestions for breakfast menus made up of a very limited number of foods, yet all tempting:

Shredded wheat, biscuit, strawberries and cream, tea or milk, or whatever beverage is preferred.

Sliced oranges, chilled on ice, honey and butter, buttered, crisp toast, codified eggs, coffee.

Cream of wheat and prunes served together, parsley omelet, brown bread and butter, coffee.

Stewed apples, farina and cream, bacon and eggs, honey and butter, tea or milk, or whatever beverage is preferred.

Orange, hominy and cream, scrambled eggs with minced ham, bakers' rolls, coffee.

Always cook bacon so that it is crisp and tender. It must not be dry enough to fly all to pieces the minute the fork touches it. Neither must it be a bit soggy. Have the toast rather thin and toast it golden brown on each side, so that it is a little crisp. It must be hot, and it must be buttered just before it is eaten. It can be buttered either individually on the butter, but the butter must never be put on it long enough beforehand to dry into the toast. Prepare sliced oranges with a little granulated sugar and chill them thoroughly. Instead of boiling water, place them into a kettle of boiling water, put the lid on, and remove the water from the heat. Remove the eggs in from the water, and according to the degree of softness desired. Prunes, dates or figs can be served with cereal. Remove the pits from dried apricots and dates, and use them as small pieces and mix with the hot cereal just before serving. Hash should never grow monotonous, because it can be so dry and crisp that it is almost impossible to dissolve a soup tureen or cube in hot water and add. Sometimes cook it soft, sometimes cook it with a thick crust in a frying pan. Garnish it with parsley or crescents, and sometimes season with a little lemon juice or tomato catsup. To make bacon muffins, chop brown or crisp fried bacon and add a few tablespoonsful to each cupful of muffin batter.

(Copyright, 1913.)

**FAMOUS WOMAN**  
HER BIRTHDAY AND YOURS  
April 14—Rose Coghlan.

One of the most popular actresses of the last century, Rose Coghlan was born in Petersburg, England, sixty-five years ago today. Rose did not come from a dramatic family, and it was only because her brother, who started out in life as a barrister, became an actor that Rose ever discovered her wonderful talents. However, encouraged by this brother of hers, she took up dramatic work as a mere child, and when she was in her early teens she was acting as one of the witches in "Macbeth." At 15 she was making a great hit in subterfuge parts, and quite by an accident she was called upon to take the part of the leading lady. From that time on, her success was assured. At 21 she was acting in the United States as leading lady for the elder Sothern. She played with great success in "Twelfth Night," but her greatest parts were those of Lady Teazle, Lady Gay Spanker, and as Peg Woffington.

Rose Coghlan never altogether overcame the mistakes of her early training, and even at her best there were apparent irregularities in her acting, a carelessness in her best acting. However, she was one of the most popular and successful actresses of her day, and this, perhaps, because of the luxuriousness of her beauty, her strong personality, and her true womanhood. Rose Coghlan had a voice of rare beauty, that never lost its cultivation, and an infectious laugh that alone would have assured her success on the stage. Her face was one of those rare combinations of beauty, expressiveness, and was capable of showing the greatest play of emotions. Miss Coghlan was married when she was 35 to a Boston lawyer.

(Copyright, 1913.)

**WOMEN TO MEET IN FRISCO.**

Sanfranciscans Will Gather on Exposition Grounds in September.

One of the interesting features of the Panama-Pacific Exposition will be the gathering of suffragists from all parts of the United States next fall. At this meeting will be many of the most prominent women of America.

The occasion will be the convention of women voters, September 14, 15 and 16. This event is listed in the local calendar, prepared and sent out by the exposition officials. It will be announced and featured in every hotel, railway station, transit, club, and other public gathering place for men and women in the country.

The meeting at the Panama-Pacific Exposition promises to be one of the greatest events in the history of the suffrage movement in the United States.

The principal feature of the program will be a three days' business meeting, a great public meeting in San Francisco and an open-air pageant on the exposition grounds.

**PLAZA AWARDS APPROVED.**

Bringing the total awards thus far up to \$200,000, President Wilson yesterday approved another group of decisions of the Plaza Commission, amounting to \$190,000 for property in square 72 of the tract being purchased for park purposes.

Checks for these latest awards will be sent out as soon as legal transfers to the government can be made.

The commission soon will take up some of the lots owned by the Baltimore and Ohio Railroad, and it is expected that the railroad will make strenuous efforts to prevent the commission from reducing the amounts of the original awards.

## SUSANNA COCROFT

How to be Healthy

In Mind—In Body

**Why "Moving Air?"**  
(Copyright, 1913, by the McClure Newspaper Syndicate.)

VENTILATION, especially in the sleeping room, is not complete unless the air is in motion, not necessarily over the person of the sleeper, but through the room. Just to raise one window at night, without a circulation through the room, is not sufficient. Of course, it is better than no open window, but we must bear in mind that cold air does not of necessity mean fresh air. If there is but one window in the room it should be open top and bottom.

There is a double benefit resulting from air in motion; the pure air comes in and the polluted air is carried away. Moving air increases bodily evaporation, and therefore cools the surface of the skin. This is why we install electric fans in summer.

No matter what the temperature of the room, the air should be moving. If the door is out of doors, we become soon surrounded by a covering of moist warm air. Rebreathing this will cause headache and vertigo.

We are all familiar with the unpleasant sensation of being in a crowd, under the conditions of still air. If the air is moving, even if the crowd be equally dense and the temperature the same, the sensation is not so unpleasant or so prone to cause vertigo or collapse.

The beneficial effect of a sea voyage is largely due to the constant play of the breezes. The large cities situated on the coast or on the big lakes are more healthy and agreeable to live in (if other health conditions are met) than those inland.

We are all conscious of the invigorating effect of a mountain or hilltop. Part of this well-being is due to the fact that we are breathing chemically pure air, but another feature is more important—the constant motion stimulates the circulation and produces a healthy cell activity.

Study so to ventilate your sleeping and living rooms that you get a current of air known as a draft through it. This does not mean that you should sit or sleep in the draught if it causes discomfort, but that you get the "getting a chill." The movement of warm air is much less noticeable than the movement of cold air, and that is why we can stand a cold draft better than a warm one.

When the health-giving advantage of moving air are more fully understood, we shall regard electric fans or other mechanical devices of putting the air in motion as necessary to health and comfort, as are the winter heating arrangements.

It is just as practical to cool rooms as it is to warm them, and in many cases just as necessary to health.

**Answers To Correspondents**  
Miss Cocroft will endeavor to answer all questions relating to her department as promptly as possible. As it will not be practicable to print an answer to every inquiry, a stamped envelope should accompany each letter. All letters should be addressed to Miss Susanna Cocroft, care of this paper.

**Appetite for Breakfast.**  
Mrs. C. H. D. writes: "What breakfast can you suggest to tempt a girl of 14 to eat? The girl is healthy, but looks pale and I am afraid will get run down if she does not eat better."

See that she gets up sufficiently early to take a cold bath, either a plunge or rub, depending on her reaction, and that she exercises with her window open before breakfast. She should drink a glass of cold water on rising, and eat a fruit for a week you will see an improved appetite. The chances are that the loss of appetite is not due to the breakfast, but that she is bringing a half-sick body to the table. Fruit, stewed or fresh, cereals, eggs, bacon, browned or creamed potatoes, muffins and toast are all good breakfast foods. Teach her to realize that good cheer is nature's stimulant and that it is her duty to you and to other members of her family.

**Cold and Fever.**  
M. G. R. writes: "My children have frequent colds and my mother-in-law insists that they eat heartily at such times. Will you tell me if there is any truth in the old saying, 'Feed a cold and starve a fever?'"

An established cold is a fever, set up by the presence of toxins which should be thrown from the system through the pores of the skin, lungs, kidneys and intestines. When one is suffering from any form of fever the digestive organs are in no condition to care for food. Nature, as a rule, takes care of the fever at such times. Give the children very light diet. Toast and fruit will do for the first day. Frequent or chronic colds are often the result of a diet too rich.

**To Keep the Face Fresh, Clear, Youthful**  
More important than the cosmetic care of the complexion is the physical care. To keep the face clean, fresh, youthful, there is nothing better than common sense. It is also the common sense of the complexion. That's the difference. By all means, acquire the mechanical skill of the cosmetologist, but the essence of the war at the drugstore, apply at night like cold cream, and wash off next morning. When the face is so clean, the alluringly youthful, rosy, under-skin is fully in view—well, you won't want or need more cosmetics. For optimum results, a face bath made by dissolving an ounce of salicylic acid in a half pint of water, followed by a massage cream and everything else for results—Adv.

**ONEIDA COMMUNITY STATE SILVER**

2 Herald Coupons and 122

These are genuine Oneida Community Silver—the recognized standard of silverware. Fully guaranteed by the manufacturers. Not cheap, imitation silverware, but heavily plated with 50 per cent of silver each. Richly engraved with the crest of the States—a spoon for every one of them.

**North Carolina Spoons Are Here**

—making a list of six States now on hand—Virginia, Connecticut, New York, Pennsylvania, New Hampshire, and North Carolina. Watch for announcements of others and make a collection of your favorite States.

**CLIP THIS COUPON**

This Coupon, together with one other clipped from yesterday's or tomorrow's Herald, with 13 cents, is good for one Spoon (25 cents for two Spoons), when presented to the office of The Washington Herald.

Note—When ordering by mail, add 3 cents extra for each spoon.